

Message Text

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FOR BIC/OIM

E.O. 11652: N/A
TAGS: BBSR, BFOL, SW
SUBJECT: COMMERCIAL PROGRAM: GLOBAL MARKET RESEARCH: BUSINESS
EQUIPMENT AND SYSTEMS - SWEDEN.

REF: USDOC 10032, STOCKHOLM 3308

FOLLOWING ADDITIONAL INFORMATION PROVIDED BY INTERNATIONAL
DEVELOPMENT GROUP (10/1/75): 3.22.01(C) IMPORTANT THIRD
COUNTRY SUPPLIERS:
ELECTRONIC CALCULATING MACHINES:

CITIZEN, ESSELTE OBERGS AB (CITIZEN COMPANY), JAPANESE
CANON, CANON SVENSKA FORSALJNINGS AB (CANON COMPANY),
JAPANESE
ADLER, BERG-BOLINDER AB, SWEDISH
ACCOUNTING CALCULATING MACHINES:
SVENSKA PHILIPS AB , DUTCH

NIXDORF COMPUTER AB, GERMAN
OLIVETTI SVENSKA AB, ITALIAN
BOOK KEEPING AND BILLING MACHINES WITHOUT EQUIPMENT FOR
DATA RECORDING:
OLIVETTI, OLIVETTI SVENSKA AB, ITALIAN
ADLER, BERG-BOLINDER AB, SWEDISH
ASCOTA, SOEMTRONIC AB
BOOK KEEPING AND BILLING MACHINES WITH DATA RECORDING:
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KIENZLE, ESSELTE SYSTEM AB (GERMAN)

ASCOTA, SOEMTRONIC AB
OLIVETTI, OLIVETTI SVENSKA AB, ITALIAN
DATA POINT NOKIA AB (FINNISH)
BOOK KEEPING AND BILLING MAHCINES; VISUAL RECORDING
COMPUTERS:
KIENZLE, ESSELTE SYSTEM AB (GERMAN)
OLIVETTI, OLIVETTI SVENSKA AB, ITALIANA
SOENTRON, SOEMTRONIC AB
ELECTRONIC BANKING MACHINES
PHILIPS, PTS 6.000 (DUTCH)
NIXDORF (GERMAN)
DICTATING EQUIPMENT:
PHILIPS (DUTCH), BOTH PORTABLE AND NON-PORTABLE
SVENSKA GRUNDIG AB (GERMAN), BOTH PORTABLE AND NON-PORTABLE
STENORET, SVENSKA OLYMPIA KONTORSMASKINER AB, SWEDISH
SONY, GYLLING HEMELEKTRONIK AB, SWEDISH
TYPEWRITERS: NON-PORTABLE DESK MODELS
ADLER, BERG-BOLINDER AB, SEDISH
CITIZEN, ESSELTE OBERGS AB, JAPANESE
OLIVETTI, SVENSKA OLIVETTI AB, ITALIAN
WORD PROCESSING
DATA POINT, NOKIA AB, FINNISH
COPYING AND DUPLICATING MACHINES
DUPLICATING MACHINES:
ORMIG, BERG-BOLINDER AB, SWEDISH
RICOH, BERG-BOLINDER AB, SWEDISH
ELECTROSTATIC MACHINES:
OCE-INGUT AB, DUTCH, OCE VAN DER GRINTEN
AGFA-GEVAERT SVENSKA AB, GERMAN
PPC-MACHINES:
MITSUBISHI, JAPANESE
TOSHIBA SVENSKA AB, JAPANESE
OFFSET:
RICOH, BERG-BOLINDER AB, SWEDISH
ROTAPRINT, GUMAELIUS TRADING AB, SWEDISHP
WOLLIFAX, WOLBER IMPORT AB, GERMAN
MICRO-FILM:
AGFA-GEVAERT AB, GERMAN
FUJI-OCE-INGUT, JAPANESE
LETTER HANDLING MACHINES:
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FRANCOTYP, CARL LAMM AB, GERMAN
KERR & KRAG, LINDACO AB, GERMAN
LABELLING & ADDRESSING MACHINES:
ULTIMATIC, BERG-BOLINDER AB, SWEDISH
POST METRES:
BADENIA, CARL LAMM AB, GERMAN
PAPER HANDLING MACHINES
DINDING EQUIPMENT INCLUDING COLLATORS:

GUTERNIC, GERMAN

WORSLEY-ERHLEMMER, ILA TRADING AB, GERMAN

CUTTERS:

IDEAL, LMN, WOLBER IMPORT AB, GERMAN

CHEQUE HANDLING

CHECKER, DENMARK, (IMPORT ON SPECIAL ORDER)

COIN AND CURRENCY HANDLING

DE LA RUE, CANCOIN AB, FRANCE

3.34.01 (A) THERE ARE ONLY FOUR DOMESTIC MANUFACTURERS OF BUSINESS EQUIPMENT. THEY ARE: SVENSKA FACIT AB WHICH PRODUCES ONLY BUSINESS EQUIPMENT, SPECIFICALLY TYPEWRITERS AND CALCULATORS; DATA SAAB AB WHICH PRODUCES EDP TERMINALS PRIMARILY FOR BUSINESS USES; L.M. ERICSSON, WITH 20 PERCENT OF ITS PRODUCTION BEING EDP PERIPHERAL EQUIPMENT FOR COMMERCIAL USES; AND DIVIMECANA AB (VERY SMALL) WHICH PRODUCES PAPER HANDLING EQUIPMENT.

3.34.01 (E) FACIT 100 PERCENT, DATA SAAB 100 PERCENT, L.M. ERICSSON 20 PERCENT, DIVIMECANA 100 PERCENT.

3.41.04 SIZE OF SECTORS:

GOVERNMENT - THE LARGEST EMPLOYER WITH 1,150,000.

MANUFACTURING - 1127 FIRMS WITH OVER 100 EMPLOYEES,

10,031 WITH 50 - 100, AND 24,827 WITH LESS THAN 50.

BANKING - COMMERCIAL BANK ASSETS ARE \$24 BILLION

AND DEPOSITS \$15 BILLION.

INSURANCE - CAPITAL \$10 BILLION.

RETAILING - 51,000 TUTLETS INCLUDING 1200 WITH SALES OVER

\$1 MILLION ANNUALLY. TRANSPORTATION - 2.64 MILLION

CARS OR 322 PER 1000 POPULATION; 3.4 BILLION AIR PASSENGER

KILOMETERS AND 128 MILLION AIR FREIGHT TON KILOMETERS; 72

MILLION TONS OF GOODS CARRIED BY RAIL ON 12,100 KILOMETERS

OF RAIL LINE; 7 MILLION TON MERCHANT FLEET CAPACITY.

UTILITIES - HYDROELECTRIC CAPACITY 12,200 MW AND 6583 MW

THERMOELECTRIC CAPACITY, 58 PERCENT GOVERNMENT AND 42 PERCENT

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PRIVATE. COMMUNICATIONS - 400 RADIO/TV STATIONS, 4.9 MILLION

TELEPHONES (58 PER 100 INHABITANTS), 345 PIECES OF MAIL PER

PERSON.

EDUCATION - 6345 SCHOOLS WITH 2.3 MILLION STUDENTS, IN-

CLUDING 110,000 AT UNIVERSITY LEVEL.

HOSPITAL - 4772 WITH 46,540 BEDS.

CONSTRUCTION - 90,000 NEW HOUSING UNITS IN 1974

PUBLISHING - 8242 TITLES WITH A VALUE OF 69.5 MILLION (1973)

3.41.06 THERE IS OENERALLY A LACK OF AWARENESS IN SWEDEN

OF THE POTENTIAL ADVANTAGES OF WORD PROCESSING. FOR

EXAMPLE SEVERAL EXECUTIVES OF IMPORTANT SWEDISH COMPANIES

WERE NOT FAMILIAR WITH THE TERM "WORD PROCESSING

CENTERS" WHEN QUESTIONED. THERE ARE SOME COMPANIES WHICH

HAVE WP CAPABILITY WITH IBM 370 ODELS OR WANG EQUIP-

MENT. THE COMPANIES (PREVIOUSLY MENTIONED) WHICH HAVE THIS

EQUIPMENT ARE KNOWN TO INCLUDE TWO MANUFACTURERS, TWO OIL COMPANIES, AND A LARGE INSURANCE COMPANY. THE USERS (AS WELL AS THE DISTRIBUTORS) OF WP EQUIPMENT ARE UNWILLING TO DISCUSS ITS APPLICATIONS, APPARENTLY BECAUSE THEY BELIEVE AWARENESS OF ITS USAGE WOULD BE DISLIKED BY CUSTOMERS AND GIVE COMPETITORS MORE KNOWLEDGE OF INTERNAL COMPANY OPERATIONS.
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